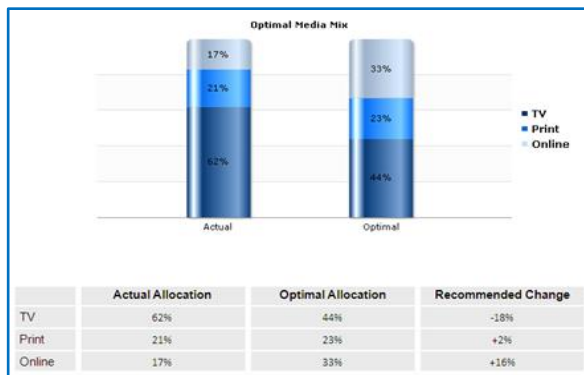
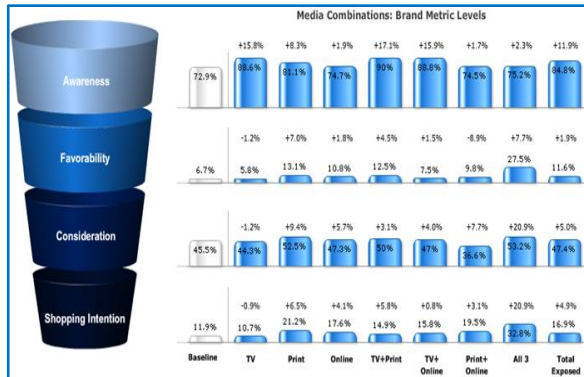


CROSS-CHANNEL ADVERTISEMENT EFFECTIVENESS MEASUREMENT



ANALYTIC MIX campaign level cross-media optimization helps decision makers learn near-real-time campaign impact on early indicators of sales. This enables advertisers and agencies to adjust both media allocation and creative messaging/ rotation strategy efficiently and cost effectively. We account for:

- Comprehensive range of brand metrics
- Multiple ad types (banner, video, rich media, etc.)
- Control/exposed methodology with ad recognition
- Cross-media measurement: TV, print, digital, OOH, etc.
- Single-source media exposure information
- Continuous exposure tracking

Ad Formats

- TV, digital banner and video, print, rich media, microsites

Audience Segments

- General audience, Hispanic, regional: DMA/ MSA

Reporting/ Frequency

- PowerPoint executive summary
- Portable dashboard with online accessibility feature
- Weekly or bi-weekly update option

Metrics & Analyses

Studies analyze campaign performance by ad format, channel placement, and total & target audience (based on age, gender), using the following:

- Ad metrics: ad recognition, likeability, message association
- Brand metrics: brand awareness, favorability, purchase intent
- Shopping intentions: visit website, visit store, test drive, et

About Analytic Mix

Analytic Mix is a leading Silicon Valley media analytics firm. We combine rigorous data science, powerful algorithms and a consultative approach to help you improve the efficacy and quality of media buys and campaigns across all media, including TV, digital, mobile, OOH, direct mail, email, and sponsorships. Our custom attribution algorithms help advertisers and agencies maximize brand KPIs and improve media ROI across retail, pharma, auto, beauty, CPG, insurance, and ecommerce verticals.

WHAT DO WE DELIVER?

- A continuous, standardized and automated measurement and optimization platform for any/all brands and campaigns
- Measure and optimize advertising effectiveness
- Measure and optimize media efficiency
- Measure and optimize creative execution
- Measure advertising's contribution to sales (ROI)
- Optimization scenarios for future

CONTACT US FOR A FREE DEMO:

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